

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. – 15. (Cancelled)

16. (New) A method in a terminal management device, the method comprising:

receiving a registration request from a portable communication terminal indicating that the portable communication terminal will automatically display received advertisements on a screen of the portable communication terminal, said registration request specifying a selected advertisement broadcaster from among a plurality of advertisement broadcasters;

registering terminal information identifying the portable communication terminal in a memory in correspondence with broadcast device information identifying an advertisement broadcast device associated with the selected advertisement broadcaster;

receiving advertisement data from the advertisement broadcast device at an arbitrary time after said registering, said arbitrary time independent of actions of the terminal management device;

determining, upon receiving the advertisement data from the advertisement broadcast device, one or more portable communication terminals to which the advertisement data is to be transmitted based on information registered in said memory; and

transmitting the advertisement data to the one or more portable communication terminals.

17. (New) The method of claim 16,

wherein the terminal management device receives the advertisement data at the arbitrary time from the advertisement broadcast device without initiating a transfer of the advertisement data.

18. (New) The method of claim 16,

wherein the advertisement data is received by the terminal management device from the advertisement broadcast device and then separately transmitted from the terminal management device to the one or more portable communication terminals.

19. (New) The method of claim 16, further comprising:

sending a registration notification message to the advertisement broadcast device; and
receiving a registration acceptance/rejection message from the advertisement broadcast device indicating whether the advertisement broadcast device accepts or rejects registration of the portable communication terminal;

wherein said registering, comprises:

registering the terminal information identifying the portable communication terminal in said memory in correspondence with the broadcast device information identifying the advertisement broadcast device associated with the selected advertisement broadcaster only if the registration acceptance message indicates that the advertisement broadcast device accepts registration of the portable communication terminal.

20. (New) The method of claim 16, further comprising:

receiving a cancellation request from the portable communication terminal; and
cancelling the registered terminal information from the memory upon receiving the cancellation request from the portable communication terminal.

21. (New) The method of claim 20, further comprising:

notifying the advertisement broadcast device of the cancellation request received from the portable communication terminal.

22. (New) An advertisement system, comprising:

a terminal management device including a memory;
said terminal management device configured to receive a registration request from a portable communication terminal indicating that the portable communication terminal will automatically display received advertisements on a screen of the portable communication

terminal, said registration request specifying a selected advertisement broadcaster from among a plurality of advertisement broadcasters;

said terminal management device configured to register terminal information identifying the portable communication terminal in the memory in correspondence with broadcast device information identifying an advertisement broadcast device associated with the selected advertisement broadcaster;

said terminal management device configured to receive advertisement data from the advertisement broadcast device at an arbitrary time after the terminal information has been registered, said arbitrary time independent of actions of the terminal management device;

said terminal management device configured to determine, upon receiving the advertisement data from the advertisement broadcast device, one or more portable communication terminals to which the advertisement data is to be transmitted based on information registered in said memory; and

said terminal management device configured to transmit the advertisement data to the one or more portable communication terminals.

23. (New) The advertisement system of claim 22,

wherein the terminal management device is configured to receive the advertisement data at the arbitrary time from the advertisement broadcast device without initiating a transfer of the advertisement data.

24. (New) The advertisement system of claim 22,

wherein the advertisement data is received by the terminal management device from the advertisement broadcast device and then separately transmitted from the terminal management device to the one or more portable communication terminals.

25. (New) The advertisement system of claim 22,

said terminal management device configured to send a registration notification message to the advertisement broadcast device;

said terminal management device configured to receive a registration acceptance/rejection message from the advertisement broadcast device indicating whether the

advertisement broadcast device accepts or rejects registration of the portable communication terminal; and

said terminal management device configured to register the terminal information identifying the portable communication terminal in the memory in correspondence with the broadcast device information identifying the advertisement broadcast device associated with the selected advertisement broadcaster only if the registration acceptance message indicates that the advertisement broadcast device accepts registration of the portable communication terminal.

26. (New) The advertisement system of claim 22,

said terminal management device configured to receive a cancellation request from the portable communication terminal; and

said terminal management device configured to cancel the registered terminal information from the memory upon receiving the cancellation request from the portable communication terminal.

27. (New) The advertisement system of claim 26,

said terminal management device configured to notify the advertisement broadcast device of the cancellation request received from the portable communication terminal.

28. (New) A computer-readable storage medium storing a program that when executed in a terminal management device causes the terminal management device to perform a process, the process comprising:

receiving a registration request from a portable communication terminal indicating that the portable communication terminal will automatically display received advertisements on a screen of the portable communication terminal, said registration request specifying a selected advertisement broadcaster from among a plurality of advertisement broadcasters;

registering terminal information identifying the portable communication terminal in a memory in correspondence with broadcast device information identifying an advertisement broadcast device associated with the selected advertisement broadcaster;

receiving advertisement data from the advertisement broadcast device at an arbitrary time after said registering, said arbitrary time independent of actions of the terminal management device;

determining, upon receiving the advertisement data from the advertisement broadcast device, one or more portable communication terminals to which the advertisement data is to be transmitted based on information registered in said memory; and

transmitting the advertisement data to the one or more portable communication terminals.

29. (New) The computer-readable storage medium of claim 28,

wherein the terminal management device receives the advertisement data at the arbitrary time from the advertisement broadcast device without initiating a transfer of the advertisement data.

30. (New) The computer-readable storage medium of claim 28,

wherein the advertisement data is received by the terminal management device from the advertisement broadcast device and then separately transmitted from the terminal management device to the one or more portable communication terminals.

31. (New) The computer-readable storage medium of claim 28, said process further comprising:

sending a registration notification message to the advertisement broadcast device; and
receiving a registration acceptance/rejection message from the advertisement broadcast device indicating whether the advertisement broadcast device accepts or rejects registration of the portable communication terminal;

wherein said registering, comprises:

registering the terminal information identifying the portable communication terminal in said memory in correspondence with the broadcast device information identifying the advertisement broadcast device associated with the selected advertisement broadcaster only if the registration acceptance message indicates that the advertisement broadcast device accepts registration of the portable communication terminal.

32. (New) The computer-readable storage medium of claim 28, said process further comprising:

receiving a cancellation request from the portable communication terminal; and
cancelling the registered terminal information from the memory upon receiving the cancellation request from the portable communication terminal.

33. (New) The computer-readable storage medium of claim 32, said process further comprising:

notifying the advertisement broadcast device of the cancellation request received from the portable communication terminal.